

PHILIP MORRIS U.S.A.  
QUARTERLY VOLUME & SHARE

TO  
BARBARA

5306

	1997					1998		
	1st Qtr	2nd Qtr	First Half	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	First Half
PM Shipments	53.4	60.8	114.2	62.8	58.2	54.5	57.2	111.7
NW Inv. Δ	1.5	(1.5)	-	(1.0)	(2.9)	0.6	2.0	2.6
Adjusted Shipments	54.9	59.3	114.2	61.8	55.3	55.1	59.2	114.3
Shipment Share								
PM Shipments	48.5%	<del>48.2%</del>	48.2%	48.3%	48.3%	50.4%	<del>48.5%</del>	48.4%
PM Adjusted	48.5%	48.7%	48.6%	48.3%	48.9%	50.4%	49.0%	49.7%
Marlboro	33.4%	34.4%	33.9%	34.6%	33.4%	35.9%	34.9%	35.4%
OPB	7.4%	7.5%	7.5%	7.5%	7.7%	7.1%	7.0%	7.0%
Basic	5.0%	4.8%	4.9%	4.7%	4.8%	5.5%	4.7%	5.1%
Nielsen Share								
Total PM	50.3%	51.1%		51.3%	51.3%	52.1%	52.5%	
Marlboro	34.4%	35.2%		35.7%	35.7%	36.7%	37.5%	
OPB	9.0%	8.9%		8.8%	8.9%	8.8%	8.8%	
Basic	4.8%	4.9%		4.9%	4.9%	5.0%	4.9%	
Industry Shipments	110.2	123.6	233.8	128.5	120.6	108.2	117.9	226.1
NW Inv. Δ	3.0	(1.8)	1.2	(3.2)	(7.6)	1.2	2.8	4.0
Adjusted Shipments	113.2	121.8	235.0	125.3	113.0	109.4	120.7	230.1
NW INVENTORY								
PM	2.0	3.5	3.5	4.5	7.4	6.8	4.8	4.8
INDUSTRY	4.0	5.8	5.8	9.0	16.6	15.4	12.6	12.6

- per Nielsen  
in 11 dec.  
- per 6/1 Nielsen etc

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- HGS Vol Qtrs '97-Q298- 6/25  
6/25/98 6:02 PM